Rep Order# 6840789 Ver# 1 Status New Traffic Order# EC'd Yes

**Printed:** 08/10/2012 2:10 PM **Last Received:** 08/10/2012 12:52 PM

**Showing Buylines:** All Lines

Station KSNV-TV LAS VEGAS, NV.

Advertiser( ).RESTORE OUR FUTUREProductRESTORE OUR FUTURE

Estimate# 501

Buyer KAREN BENCKINI

Phone# Fax# Agency ( ) MENTZER MEDIA

600 FAIRMONT AVE, S#306 TOWSON, MD 21286

**Agency C/P1/P2/E** //501

Flight Dates 08/14/2012 - 08/20/2012

**Hiatus Weeks** 

**Rep Firm** 

Sales Office ( ) PHILADELPHIA Salesperson ( ) AMY MCCREARY

1 of 5

**Salesperson Phone**# 215-568-6540 **Salesperson FAX**# 215-568-1845

## --- CONTRACT COMMENT ---

SC=\*

THANKS

### --- REMARKS ---

THIS IS A NEW ISSUE ORDER
\*\*RESTORE OUR FUTURE\*\*
TOTAL = \$82,775
PLS. CONF. ASAP

THERESA FOR AMY

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
	1	TU-F Buyli	6A-7A ne Comment	: WAKE UP	:30	\$700.00	08/14-08/17	8	1	8	\$5,600.00	
	2	TU-F Buyli:	7A-9A ne Comment	: TODAY SHOW	:30	\$1,400.00	08/14-08/17	4	1	4	\$5,600.00	
	3	TU-F Buyli:	9A-10A ne Comment	: TODAY SHOW II	:30	\$500.00	08/14-08/17	4	1	4	\$2,000.00	
	4	TU-F Buyli:	10A-11A ne Comment	: TODAY SHOW III	:30	\$325.00	08/14-08/17	8	1	8	\$2,600.00	
	5	TU-F Buyli:	11A-12P ne Comment	: RACHEL RAY	:30	\$325.00	08/14-08/17	4	1	4	\$1,300.00	
	6	TU-F Buyli:	12P-1230F ne Comment		:30	\$425.00	08/14-08/17	4	1	4	\$1,700.00	
	7	TU-F Buyli:	430P-5P ne Comment	: NEWS	:30	\$700.00	08/14-08/17	4	1	4	\$2,800.00	

Rep Order# 6840789 Ver# 1 Status New Traffic Order# EC'd Yes

**Printed:** 08/10/2012 2:10 PM **Last Received:** 08/10/2012 12:52 PM

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Showing Buylines: All Lines

Rep Firm KSNV-TV LAS VEGAS, NV. ) MENTZER MEDIA Station Agency ) .RESTORE OUR FUTURE Sales Office ( Advertiser 600 FAIRMONT AVE, S#306 ) PHILADELPHIA **Product** RESTORE OUR FUTURE TOWSON, MD 21286 Salesperson ( ) AMY MCCREARY Estimate# 501 Agency C/P1/P2/E //501 KAREN BENCKINI Flight Dates 08/14/2012 - 08/20/2012 Salesperson Phone# **Buver** 215-568-6540 Phone# **Hiatus Weeks** Salesperson FAX# 215-568-1845 Fax# LTSpots/Week # of Total Cost Ln Day Time Program Len Rate Dates Total Daypart Weeks Spots \_\_\_\_ \_\_\_\_\_ \_\_\_\_\_\_ ----8 TU-F 5P-630P :30 \$1,000.00 08/14-08/17 8 1 8 \$8,000.00 Buyline Comment: NEWS 630P-730P 1 8 \$8,000.00 9 TU-F :30 \$1,000.00 08/14-08/17 8 Buyline Comment: JEOPARDY/WHEEL 10 TU-F 730P-8P :30 \$800.00 08/14-08/17 4 1 4 \$3,200.00 Buyline Comment: FACE TO FACE 11 TU-F 11P-1135P :30 \$1,100.00 08/14-08/17 8 1 8 \$8,800.00 Buyline Comment: NEWS 8 1 8 12 TU-F 1135P-:30 \$425.00 08/14-08/17 \$3,400.00 1235A Buyline Comment: TONIGHT SHOW 13 SA 6A-7A :30 \$350.00 08/18-08/18 2 1 2 \$700.00 Buyline Comment: NEWS 1 2 14 SA 7A-9A :30 \$625.00 08/18-08/18 2 \$1,250.00 Buyline Comment: SAT TODAY 1 2 15 SA 6P-630P :30 \$650.00 08/18-08/18 \$1,300.00 Buyline Comment: NEWS 16 SA 630P-730P :30 \$500.00 08/18-08/18 2 1 2 \$1,000.00 Buyline Comment: JEOPARDY/WHEEL 17 730P-8P :30 \$375.00 08/18-08/18 1 1 1 \$375.00 SA Buyline Comment: TO THE POINT 18 SA 11P-1135P :30 \$1,100.00 08/18-08/18 1 1 1 \$1,100.00 Buyline Comment: NEWS

Rep Order# EC'd Yes Traffic Order# 6840789 Ver# 1 Status New

Printed: 08/ Last Received: 08/ Showing Buylines: All Lines 08/10/2012 2:10 PM

08/10/2012 12:52 PM

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Station K Advertiser Product Estimate#	(	TV LAS VEGAS, NV ) .RESTORE OUR F CORE OUR FUTURE	FUTURE	Agency ( ) MENTZER MEDIA 600 FAIRMONT AVE, S#306 TOWSON, MD 21286 Agency C/P1/P2/E //501				Rep Firm Sales Office ( ) PHILADELPHIA Salesperson ( ) AMY MCCREARY				
Buyer Phone# Fax#		EN BENCKINI	Flight Dates Hiatus Weeks	08/14/2012 - 08/20/2012			Salesperson Phone# Salesperson FAX#		215-568-6540 215-568-1845			
LT Ln	Day	y Time	Program		Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
19	SU				:30	\$325.00	08/19-08/19	2	1	2	\$650.00	
20	SU	7A-8A Buyline Comment:	SUN TODAY		:30	\$625.00	08/19-08/19	2	1	2	\$1,250.00	
21	SU		· MEET THE PRESS		:30	\$3,000.00	08/19-08/19	1	1	1	\$3,000.00	
22	SU	930A-10A Buyline Comment:	CHRIS MATHEWS		:30	\$500.00	08/19-08/19	1	1	1	\$500.00	
23	SU	5P-630P Buyline Comment:	: NEWS		:30	\$650.00	08/19-08/19	2	1	2	\$1,300.00	
24	SU	7P-9P Buyline Comment:	DATELINE		:30	\$1,100.00	08/19-08/19	2	1	2	\$2,200.00	
25	SU	11P-1135P Buyline Comment:			:30	\$1,100.00	08/19-08/19	1	1	1	\$1,100.00	
26	SU		SPORTS IN VEGAS		:30	\$400.00	08/19-08/19	2	1	2	\$800.00	
27	М	6A-7A Buyline Comment:	: WAKE UP		:30	\$700.00	08/20-08/20	2	1	2	\$1,400.00	
28	М	7A-9A Buyline Comment:	TODAY SHOW		:30	\$1,400.00	08/20-08/20	1	1	1	\$1,400.00	
29	М	9A-10A Buyline Comment:	: TODAY SHOW II		:30	\$500.00	08/20-08/20	1	1	1	\$500.00	

EC	ı res	\$			Showing Buylines: All Lines								
Station F Advertiser Product Estimate#		KSNV-TV LAS VEGAS, NV. ( ).RESTORE OUR FUTURE RESTORE OUR FUTURE 501			Agency ( ) MENTZER MEDIA 600 FAIRMONT AVE, S#306 TOWSON, MD 21286 Agency C/P1/P2/E //501				Rep Firm Sales Office ( ) PHILADE Salesperson ( ) AMY MC				
Buy Phot Fax#	er 1e#	KAREN BENCKINI		Flight Dates Hiatus Weeks	08/14/2012 - 08/20/2012			Salesperson Phone# Salesperson FAX#		215-568-6540 215-568-1845			
LT	Ln	Da	ay Time	Program		Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
	30	М	10A-11			:30	\$325.00	08/20-08/20	2	1	2	\$650.00	
	31	М	11A-12 Buyline Commo	PP ent: RACHEL RAY		:30	\$325.00	08/20-08/20	1	1	1	\$325.00	
	32	М	12P-12 Buyline Commo			:30	\$425.00	08/20-08/20	1	1	1	\$425.00	
	33	М	430P-5			:30	\$700.00	08/20-08/20	1	1	1	\$700.00	
	34	М	5P-630 Buyline Commo			:30	\$1,000.00	08/20-08/20	2	1	2	\$2,000.00	
	35	М	630P-7	730P ent: JEOPARDY/WHEEL		:30	\$1,000.00	08/20-08/20	2	1	2	\$2,000.00	
	36	М	730P-8	BP ent: FACE TO FACE		:30	\$800.00	08/20-08/20	1	1	1	\$800.00	
	37	М	11P-11			:30	\$1,100.00	08/20-08/20	2	1	2	\$2,200.00	
	38	М	1135P- 1235A	-		:30	\$425.00	08/20-08/20	2	1	2	\$850.00	

08/10/2012 2:10 PM

08/10/2012 12:52 PM

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**Printed:** 

Last Received:

Traffic Order#

# ---REPORT TOTALS---

Rep Order# EC'd Yes

6840789

Ver# 1 Status New

Report Totals: 113 / \$82,775.00

Buyline Comment: TONIGHT SHOW

 Rep Order#
 6840789
 Ver#
 1
 Status
 New
 Traffic Order#
 Printed:
 08/10/2012 2:10 PM

 EC'd
 Yes
 Last Received:
 08/10/2012 12:52 PM

**Showing Buylines:** All Lines

KINC

0 %

KLAS

26%

5 of 5

) PHILADELPHIA

) AMY MCCREARY

KSNV

35%

KSNV-TV LAS VEGAS, NV. Agency ( ) MENTZER MEDIA Rep Firm ( ) .RESTORE OUR FUTURE 600 FAIRMONT AVE, \$\square\$306 Sales Office (

600 FAIRMONT AVE, S#306 Sales Office (
TOWSON, MD 21286 Salesperson (

**Estimate#** 501 **Agency C/P1/P2/E** //501

\$236,500

 Buyer
 KAREN BENCKINI
 Flight Dates
 08/14/2012 - 08/20/2012
 Salesperson Phone#
 215-568-6540

 Phone#
 Hiatus Weeks
 Salesperson FAX#
 215-568-1845

Phone# Hiatus Weeks S: Fax#

Aug 12: 113 / \$82,775.00 Sales Totals: 113 / \$82,775.00 Station Totals: 113 / \$82,775.00

CATV

Lines not sent/rcld/rtrn: 0 / \$0.00
---COMPETITIVE---

KTNV 22% KTUD 0% KVCW 0% KVMY 0% KVVU 17%

0 %

KBLR

XXXX 0%

0 %

### ---COMPETITIVE COMMENTS---

RESTORE OUR FUTURE

Market Totals

SHARES ESTIMATED

Station

**Product** 

Advertiser

Books JUL12 Demos RA35+

### --- CREDIT RISK ---

CASH IN ADVANCE